

Amendments to the Claims:

1. (Previously Presented) A method for providing price information for an item capable of being sold at a plurality of different predefined price levels that each have a respective availability associated therewith, comprising the steps of:

receiving a request for price information associated with at least one item;
obtaining database results from a database responsive to the request;
modifying at least one entry in the database results to reflect a more competitive price when compared to another entry in the database results comprising increasing availability of the at least one entry at a predefined price level having the more competitive price;
and providing the database results to a consumer after completing the modifying step.

2. (Original) The method of claim 1, wherein the at least one entry is modified in real time.

3. (Original) The method of claim 1, wherein the at least one entry is modified based on recently obtained information stored in cache.

4. (Original) The method of claim 1, wherein the at least one entry is modified based on information obtained through a batch process.

5. (Previously Presented) The method of claim 1, wherein at least one entry is modified by combining a price and a non-monetary incentive to produce a more competitive price.

6. (Previously Presented) The method of claim 1, wherein at least one entry is modified using at least one of increasing a price, decreasing the price, and modifying the price, based on a level of service provided, to produce a more competitive price.

7. (Previously Presented) The method of claim 1, wherein the at least one entry is modified by changing the availability of a fare class to produce the more competitive price.

8. (Previously Presented) The method of claim 1, wherein at least one entry is modified by marking up the at least one entry, while maintaining a competitive price.

9. (Previously Presented) The method of claim 1, wherein at least one entry is modified by submitting in real time a second request to a second database and receiving information to produce the more competitive price.

10. (Original) The method of claim 9, wherein the received information from the second database is based on information received with the second request.

11. (Previously Presented) A method for receiving price information for an item capable of being sold at a plurality of different predefined price levels that each have a respective availability associated therewith, comprising:

providing a request for price information associated with an item;

receiving database results responsive to the request, including at least one entry that has been modified with information from a database to reflect a more competitive price when compared to another entry in the database results comprising increasing availability of the at least one entry at a predefined price level having the more competitive price.

12. (Original) The method of claim 11, wherein the at least one entry is modified in real time.

13. (Original) The method of claim 11, wherein the at least one entry is modified based on recently obtained and stored information.

14. (Original) The method of claim 11, wherein the at least one entry is modified based on information obtained through a batch process.

15. Canceled.

16. (Previously Presented) The method of claim 11, wherein at least one entry is modified by using at least one of increasing a price, decreasing the price, and modifying the price, based on a level of service provided, to produce a more competitive price.

17. (Previously Presented) The method of claim 11, wherein the at least one entry is modified by changing availability of a fare class to produce the more competitive price.

18. Canceled.

19. (Original) The method of claim 11, wherein the at least one entry is modified by submitting in real time a second request to a second database and receiving information to produce the more competitive price.

20. (Original) The method of claim 19, wherein the received information from the second database is based on information received with the second request.

21. (Currently Amended) A method for providing information, comprising:
receiving a request for information associated with at least one item;
obtaining database results from a database responsive to the request;
modifying at least one entry in the database results to reflect a more competitive position when compared to another entry in the database results based at least partially on combining a price and a non-monetary incentive to produce the more competitive position, modifying a price based on a level of service provided to produce the more competitive position, or marking up the at least one entry while maintaining a competitive position with respect to at least one other entry in the database results; and

providing the database results to a consumer after completing the modifying step.

22. (Original) The method of claim 21, wherein the at least one entry is modified in real time.

23. (Original) The method of claim 21, wherein the at least one entry is modified based on recently obtained and stored information.

24. (Original) The method of claim 21, wherein the at least one entry is modified based on information obtained through a batch process.

25. Canceled.

26. (Previously Presented) The method of claim 21, wherein at least one entry is modified by using at least one of increasing a price, decreasing the price, and modifying the price, based on a level of service provided, to produce a more competitive position.

27. (Previously Presented) The method of claim 21, wherein at least one entry is modified by changing availability of a fare class to produce a more competitive position.

28. Canceled.

29. (Original) The method of claim 21, wherein the at least one entry is modified by submitting in real time a second request to a second database and receiving information to produce the more competitive position.

30. (Original) The method of claim 29, wherein the received information from the second database is based on information received with the second request.

31. (Previously Presented) A method for providing information for an item capable of being sold at a plurality of different predefined price levels that each have a respective availability associated therewith, comprising:

receiving from a potential customer a request specifying at least one item from a set of products and services of interest;

determining a price for the specified at least one item associated with at least one supplier from a set of suppliers capable of providing the specified at least one item;

modifying the price for the at least one item associated with the at least one supplier from the set of suppliers to reflect a more competitive position when compared to the price associated with at least one supplier in the set of suppliers comprising increasing availability of the at least one item at a predefined price level having the more competitive price; and

providing price information to the potential customer, including the modified price only after modifying the price.

32. (Original) The method of claim 31, wherein the price for the at least one item is modified in real time.

33. (Original) The method of claim 31, wherein the price for the at least one item is modified based on recently obtained and stored information.

34. (Original) The method of claim 31, wherein the price for the at least one item is modified based on information obtained through a batch process.

35. (Previously Presented) The method of claim 31, wherein a price of at least one item is modified by combining the price with a non-monetary incentive to produce a more competitive position.

36. (Previously Presented) The method of claim 31, wherein a price of at least one item is modified by using at least one of increasing a price, decreasing the price, and modifying

the price, based on a level of service provided, to produce a more competitive position.

37. (Previously Presented) The method of claim 31, wherein the price of the at least one item is modified by changing the availability of a fare class to produce the more competitive position.

38. (Previously Presented) The method of claim 31, wherein a price of at least one item is modified by marking up the price, while maintaining a competitive position.

39. (Original) The method of claim 31, wherein the price of the at least one item is modified by submitting in real time a second request to a database and receiving information to produce the more competitive position.

40. (Original) The method of claim 39, wherein the received information from the second database is based on information received with the second request.

41. (Previously Presented) A network node that provides information for an item capable of being sold at a plurality of different predefined price levels that each have a respective availability associated therewith, comprising:

a receiving device for receiving a request for information associated with an item;
a database, accessible by the device, that provides results responsive to the request; and
a rule processor that modifies at least one entry in the database results to reflect a more competitive position when compared to another entry in the database results comprising increasing availability of the at least one entry at a predefined price level having the more competitive price prior to providing the results to a consumer.

42. (Original) The network node of claim 41, wherein the rule processor modifies the at least one entry in real time.

43. (Original) The network node of claim 41, wherein the rule processor modifies the at least one entry based on recently obtained and stored information.

44. (Original) The network node of claim 41, wherein the rule processor modifies the at least one entry based on information obtained through a batch process.

45. (Previously Presented) The network node of claim 41, wherein the rule processor modifies at least one entry by combining a price and a non-monetary incentive to produce a more competitive position.

46. (Previously Presented) The network node of claim 41, wherein the rule processor modifies at least one entry by using at least one of increasing a price, decreasing the price, and modifying the price, based on a level of service provided, to produce a more competitive position.

47. (Previously Presented) The network node of claim 41, wherein the rule processor modifies the at least one entry by changing the availability of a fare class to produce the more competitive position.

48. (Original) The network node of claim 41, wherein the rule processor is located in a second network node and modifying the at least one entry comprises submitting in real time the request to the rule processor and receiving information with the more competitive position.

49. (Previously Presented) A network node system that provides information for an item capable of being sold at a plurality of different predefined price levels that each have a respective availability associated therewith, comprising:

- means for receiving a request for information associated with an item;
- means for obtaining from a database results responsive to the request;

means for modifying at least one entry in the results to reflect a more competitive position when compared to another entry in the results comprising increasing availability of the at least one entry at a predefined price level having the more competitive price; and

means for providing the results to a consumer after completing the modification of the at least one entry.

50. (Original) The system of claim 49, wherein the means for modifying the at least one entry modifies the at least one entry in real time.

51. (Original) The system of claim 49, wherein the means for modifying the at least one entry modifies the at least one entry based on recently obtained and stored information.

52. (Original) The system of claim 49, wherein the means for modifying the at least one entry modifies the at least one entry based on information obtained through a batch process.

53. (Previously Presented) The system of claim 49, wherein the means for modifying at least one entry modifies at least one entry by combining a price and a non-monetary incentive to produce a more competitive position.

54. (Previously Presented) The system of claim 49, wherein the means for modifying at least one entry modifies at least one entry by using at least one of increasing a price, decreasing the price, and modifying the price, based on a level of service provided, to produce a more competitive position.

55. (Previously Presented) The system of claim 49, wherein the means for modifying the at least one entry modifies the at least one entry by changing the availability of a fare class to produce the more competitive position.

56. (Previously Presented) The system of claim 49, wherein the means for modifying at least one entry modifies at least one entry by marking up the at least one entry, while

maintaining a competitive position.

57. (Original) The system of claim 49, wherein the means for modifying the at least one entry modifies the at least one entry by submitting in real time a second request to a second database and receiving information to produce the more competitive position.

58. (Original) The system of claim 57, wherein the received information from the second database is based on information received with the second request.

59. (Previously Presented) A method for providing information for an item capable of being sold at a plurality of different predefined price levels that each have a respective availability associated therewith, comprising:

- receiving a request for information associated with an item;
- obtaining results from at least one server responsive to the request;
- modifying at least one entry in the results to reflect a more competitive position when compared to other entries in the results comprising increasing availability of the at least one entry at a predefined price level having the more competitive price; and
- providing the results to a consumer after the at least one entry is modified.

60. (Previously Presented) The method of claim 59, wherein modifying at least one entry includes providing at least one entry at cost to reflect a more competitive position.

61. (Original) The method of claim 59, wherein modifying the at least one entry further comprises sharing revenue derived from a sale of the at least one entry between an agent and a supplier of the item.

62. (Previously Presented) The method of claim 59, wherein modifying at least one entry includes providing a more competitive position for at least one entry in exchange for a non-monetary incentive.

63. (Previously Presented) The method of claim 59, wherein modifying at least one

entry includes applying a set of supplier rules to at least one entry to determine a price associated with the at least one entry.

64. (Original) The method of claim 63, wherein applying the set of supplier rules includes increasing the price associated with the at least one entry to match at least one of the other entries in the results.

65. (Original) The method of claim 63, wherein applying the set of supplier rules includes providing the more competitive position, while maintaining a minimum price for the at least one entry.

66. (Original) The method of claim 63, wherein applying the set of supplier rules includes providing the more competitive position, while maintaining a premium value above at least one of the other entries in the results.

67. (Original) The method of claim 59, wherein modifying the at least one entry includes using one of real time, recently stored, and batched information.

68. (Previously Presented) The method of claim 59, wherein modifying at least one entry includes combining a price and a non-monetary incentive to produce a more competitive position.

69. (Previously Presented) The method of claim 59, wherein modifying at least one entry includes increasing a price, decreasing the price, and modifying the price, based on a level of service.

70. (Previously Presented) The method of claim 59, wherein modifying the at least one entry includes changing the availability of a fare class to produce the more competitive position.

71. (Previously Presented) The method of claim 59, wherein modifying at least one entry includes marking up at least one entry above a supplier provided price and sharing revenue derived from the at least one entry between the supplier and an agent, which provided the at least

one entry to the consumer.

72. (Original) The method of claim 71, wherein marking up the at least one entry includes negotiating a price between the supplier and agent and marking up the price by using one of a percentage or an amount for the agent to derive revenue from the at least one entry.

73. (Original) The method of claim 71, wherein marking up the at least one entry above the supplier provided price includes marking up the supplier provided price to be one of equal and less than other entries in the results.

74. (Currently Amended) A network node that provides information, comprising:
means for receiving a request for information associated with an item;
means for providing results responsive to the request;
means for modifying at least one entry in the results to reflect a more competitive position when compared to other entries in the results based at least partially on combining a price and a non-monetary incentive to produce the more competitive position, modifying a price based on a level of service provided to produce the more competitive position, or marking up the at least one entry above a supplier provided price while maintaining a competitive position with respect to at least one other entry in the results; and
means for displaying the results to a consumer after the at least one entry is modified.

75. (Previously Presented) The network node of claim 74, wherein the means for modifying at least one entry modifies at least one entry by providing the at least one entry at cost to reflect a more competitive position.

76. (Original) The network node of claim 74, wherein the means for modifying the at least one entry shares revenue between an agent and a supplier of the item.

77. (Previously Presented) The network node of claim 74, wherein the means for modifying at least one entry provides a more competitive position in exchange for a non-monetary incentive.

78. (Previously Presented) The network node of claim 74, wherein the means for modifying at least one entry applies a set of supplier rules to at least one entry to determine a price associated with the at least one entry.

79. (Original) The network node of claim 78, wherein the set of supplier rules applied include rules for increasing the price associated with the at least one entry to match at least one of the other entries in the results.

80. (Original) The network node of claim 78, wherein the set of supplier rules include rules for providing the more competitive position, while maintaining a minimum price for the at least one entry.

81. (Original) The network node of claim 78, wherein the set of supplier rules include rules for providing the more competitive position, while maintaining a premium value above at least one of the other entries in the results.

82. (Original) The network node of claim 74, wherein the means for modifying the at least one entry modifies the at least one entry by using one of real time, recently stored, and batched information.

83. Canceled.

84. (Previously Presented) The network node of claim 74, wherein the means for modifying at least one entry modifies at least one entry by using one of increasing a price, decreasing the price, and modifying the price, based on a level of service provided.

85. (Previously Presented) The network node of claim 74, wherein the means for modifying at least one entry modifies at least one entry by changing availability of a fare class to produce a more competitive position.

86. (Previously Presented) The network node of claim 74, wherein the means for modifying at least one entry marks up at least one entry above a supplier provided price and shares revenue derived from the at least one entry between the supplier and an agent, which

provided the at least one entry to the consumer.

87. (Original) The network node of claim 86, wherein the means for modifying the at least one entry marks up the at least one entry by negotiating a price between the supplier and agent and marks up the price by using one of a percentage and amount for the agent to derive revenue from the at least one entry.

88. (Original) The network node of claim 86, wherein the means for modifying the at least one entry marks up the at least one entry by increasing the supplier provided price to be one of equal and less than other entries in the results.

89. (Previously Presented) The method of Claim 1, wherein the database includes entries for the at least one item at a plurality of prices, and wherein modifying at least one entry in the database comprises making at least one entry that was previously unavailable to be available at the more competitive price.

90. (Previously Presented) The network node of Claim 41, wherein the database includes entries for the item at a plurality of prices, and wherein the rule processor modifies at least one entry in the results by making at least one entry that was previously unavailable to be available at the more competitive price.